



Everything Starts With Our Guests

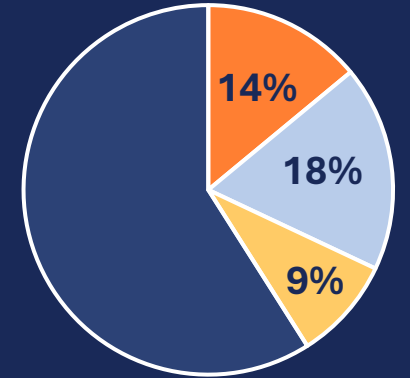
Our HVHA Guest

Our High-Value, High-Affinity (HVHA) guests are couples, friends, empty nesters & multi-gen families

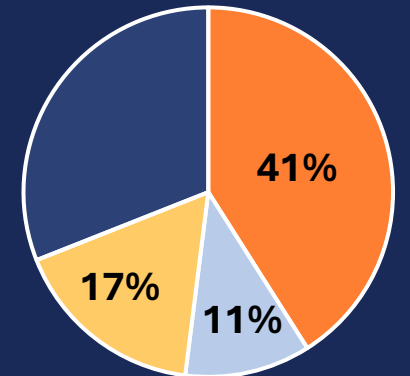
- 14% of High-Value Cruise Market
- **41%** of HAL High-Value Guests



High-Value Cruise Market



HAL High-Value Guests



Our Guests

Our guests are story collectors who accumulate experiences more than things.



UNWINDING SILVERS

71, Cruise all year

- Retired couples or friends who want to be taken care of on a well-planned vacation.
- Looking for a friendly, secure environment that goes to new or repeat destinations.



RELAXING COUPLES

46, Cruise 1–2x per year

- Couples traveling without their kids looking to unplug.
- Their priority is to disconnect and be catered to with modern but familiar features.



EMPTY NESTERS

58, Cruise 1–2x per year

- Couples or friends with no kids at home looking for a hassle-free vacation to disconnect and recharge.
- Tend to be value conscious.



ADULT FAMILIES

64, Cruise year-round with and without kids

- Parents traveling with college-age or early-career kids.
- Typically seeking a low-key vacation to create memories and reconnect.



FAMILIES WITH KIDS

45, Cruise 1x per year

- Traveling during school breaks.
- Seeking a leisurely paced family-friendly vacation.
- Looking to share special moments and focus on family time.

COMMON GROUND: LOOKING TO BE TAKEN CARE OF ON A WELL-PLANNED VACATION IN A FRIENDLY, SECURE ENVIRONMENT

Savour the Journey

Experiences with us are too good to hurry through

Our guests are Story Collectors

We deliver experiences for the curious who seek new perspectives and deeper connections to the world and to each other.





Cruising Demographics: Who's Sailing These Shores?

HAL Guest Details - Age, Nationality, CVG, Loyalty, etc.

Trade

- ☐ Select all
☐ COASTAL
☒ SOUTH PACIFIC

Season

- ☐ Select all
☒ DECEMBER
☒ FALL
☒ HOLIDAY
☒ WINTER/SPRING

Month

- ☐ Select all
☐ 2022-10
☐ 2022-11
☐ 2022-12
☐ 2023-1
☐ 2023-2
☐ 2023-3
☐ 2023-4
☐ 2023-10
☐ 2023-11
☐ 2023-12
☐ 2024-1
☐ 2024-2
☐ 2024-3
☐ 2024-4
☒ 2025-11
☒ 2025-12
☒ 2026-1
☒ 2026-2
☒ 2026-3
☐ 2026-10
☐ 2026-11
☐ 2026-12

Ship Name

- ☐ Select all
☒ NOORDAM

Nationality

- ☐ Select all
☒ AFGHANISTAN
☒ AUSTRALIA
☒ AUSTRIA
☒ BELGIUM
☒ BRAZIL
☒ BULGARIA
☒ CANADA
☒ CHILE
☒ CHINA
☒ DENMARK
☒ FINLAND
☒ FRANCE
☒ GERMANY
☒ GUAM

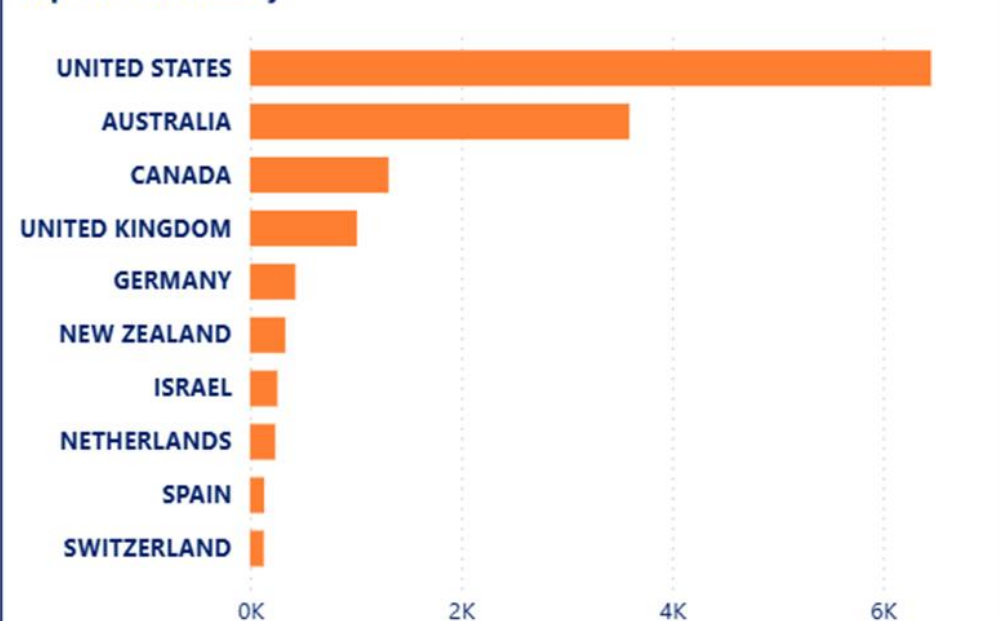
Voyage•Sail Date

- ☐ Select all
☐ N570 (10/12/2025)
☒ N571 (11/9/2025)
☒ N574 (11/23/2025)
☒ N575 (12/7/2025)
☒ N578 (12/21/2025)
☒ N610 (1/4/2026)
☒ N613 (2/1/2026)
☒ N614 (2/15/2026)
☒ N617 (3/1/2026)
☐ N618 (3/15/2026)

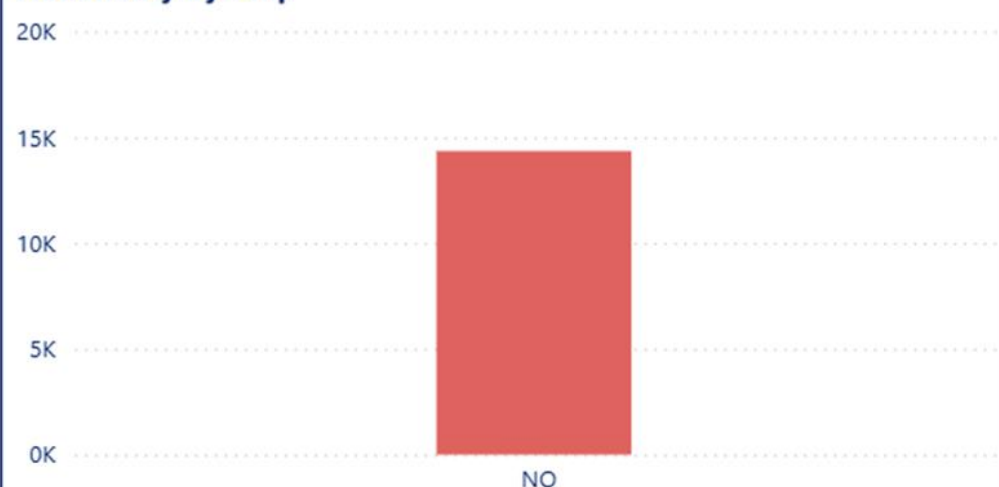
Nationality Count

Nationality	Count	%
UNITED STATES	6457	45.01%
AUSTRALIA	3595	25.06%
CANADA	1313	9.15%
UNITED KINGDOM	1014	7.07%
GERMANY	430	3.00%
NEW ZEALAND	334	2.33%
ISRAEL	259	1.81%
NETHERLANDS	239	1.67%
SPAIN	133	0.93%
SWITZERLAND	129	0.90%
CHINA	97	0.68%
AUSTRIA	52	0.36%
TURKEY	45	0.31%
FRANCE	38	0.26%
TAIWAN	34	0.24%
JAPAN	29	0.20%
FINLAND	20	0.14%
ROMANIA	17	0.12%
BELGIUM	15	0.10%
CHILE	11	0.08%
IRELAND	11	0.08%
MALAYSIA	8	0.06%
DENMARK	6	0.04%
HONG KONG	6	0.04%
POLAND	6	0.04%
GUAM	4	0.03%
PHILIPPINES	4	0.03%
Total	14345	100.00%

Top 10 Nationality



Nationality by Ship





Have a more rewarding experience
every time you cruise.

It begins with Mariner Society® membership.*

Star Mariner	2-Star Mariner	3-Star Mariner	4-Star Mariner	5-Star Mariner
One cruise completed	30 Cruise Day credits	75 Cruise Day credits	200 Cruise Day credits	500 Cruise Day credits



HAL Guest Details - Age, Nationality, CVG, Loyalty, etc.																																																																																															
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Merino sheep, New Zealand

Early Booking *Bonus*
Have it all.

Have it all.

- Up to 3 Nights' Specialty Dining**
Includes service charges; varies by voyage
- Up to US\$300 Shore Excursion Credit**
Varies by voyage length
- Signature Beverage Package**
Includes service charges
- Surf Wi-Fi**

The Journey of a Shore Excursion: From Concept to Cruise Experience

It's a carefully choreographed journey of creativity, collaboration, and a whole lot of logistics.

The Big Idea
Planning the Adventure
Testing, Tweaking, Perfecting
Performance
Feedback Loop

Key Components That Make or Break a Shore Excursion

The Guide: The Heart of the Experience

Emotional Connection Over Checklist Tourism

A Sense of Exclusivity and Privilege

Igniting the Brand



Natures Wonders



Tamaki Māori couple



Gannet Safari



Igniting the Brand

Meet the Makers

Community Connection

Behind the Scenes

Urban Insider

A photograph of a person in a wheelchair, seen from the side, looking out over a harbor filled with many boats. The scene is set during sunset or sunrise, with a warm orange glow on the horizon. The person is wearing a pink top. The harbor is filled with various boats, including sailboats and motorboats. In the foreground, a small boat with the name 'ANTONIO' is visible. The background shows a town with buildings and a church spire.

Igniting the Brand

Accessible Travel Solutions



Your Role in the Movement

What's the story only your destination can tell

This isn't about checking boxes and mass tourism

Forget saturation, identify the gap

Tap into the independent spirit

Thank you

